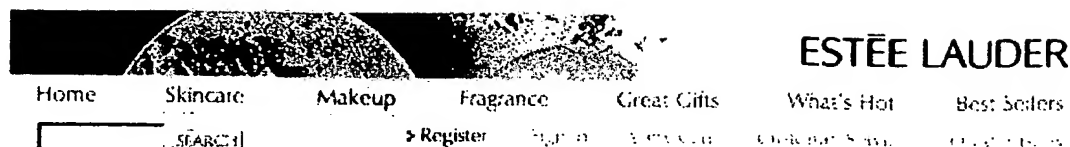


**EXHIBIT B**

**[http://www.esteelauder.com/templates/products/makeup\\_single\\_product.t  
mpl?FAMILY\\_CODE=1t4f&CATEGORY\\_NAME=Mascara&SUPERCAT\\_NAM  
E=Makeup](http://www.esteelauder.com/templates/products/makeup_single_product.t<br/>mpl?FAMILY_CODE=1t4f&CATEGORY_NAME=Mascara&SUPERCAT_NAM<br/>E=Makeup)**



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## Makeup

Get the Look:  
Pure Delight

Amber Bronze

Pure Color

Foundations

Powders

Concealers

Lipsticks

Lip Glosses

Lip Pencils

Eye Shadows

Eyeliners

Brows

Mascara

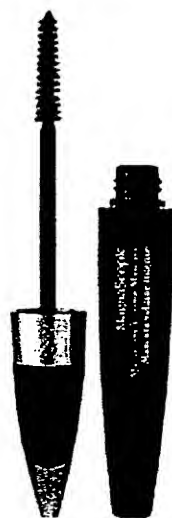
Blush

Nails

Brushes &amp; Accessories

New. Hydra Complete Multi-Level Moisturizers. [Click Here.](#)

Browse Mascara



## MagnaScopic

Maximum Volume Mascara

Magnify your lashes to the maximum--in a flash.

Engineered with revolutionary double patent-pending\* technology:

Expandex™ formula expands lashes to their fullest volume--up to 300% thicker.

Speed-Meter Brush™, streamlined for precise handling, hugs the curves of every lash with supercharged color.

MagnaScopic: fast track to thick lashes.

Safe for contact lens wearers and sensitive eyes. Fragrance free, ophthalmologist-tested.

\* U.S. and international patents pending.

Price: \$21.00

Works well with [Lash Primer Plus](#) and [Pure Color EyeShadow](#).

Shade	Qty	
Black	<input type="text" value="1"/>	<a href="#">add to cart</a>
Brown	<input type="text" value="1"/>	<a href="#">add to cart</a>
Purple	<input type="text" value="1"/>	<a href="#">add to cart</a>

Shade	Qty	
Blue	<input type="text" value="1"/>	<a href="#">add to cart</a>
Gilded Khaki	<input type="text" value="1"/>	<a href="#">add to cart</a>

## MAXIMUM VOLUME

Magnifies lashes up to 300% instantly, for a thicker, fuller, incredibly dramatic look.

## MAXIMUM PRECISION

Unique brush design provides precise application and coats each lash evenly in one stroke.

## MAXIMUM COLOR

Ultrasonically dispersed pigments create high-impact color--30% more intense.

## MAXIMUM BENEFITS

Unique moisturizing complex forms a protective barrier that helps prevent breakage. Won't flake, smudge or clump.

## HOW TO THICKEN YOUR LASHES

Sweep MagnaScopic through lashes from root to tip, using tapered end to capture the finest lashes at inner corners. Repeat on lower lashes.

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